

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.97 Index
E 1951
plant...pick...ENJOY

Strawberries

LIBRARY
RECEIVED
★ MAY 24 1951 ★
U.S. Department of Agriculture



PLANT PATENT NO. 993

NEW

red rich
EVERBEARING

YOU CAN ALMOST "eat" those berries right off the page.

A thousand words can't tell the story like this true-color picture does. Note how big and deep red those berries are — how thick and lush the foliage . . . Now, imagine biting into one: Ummmm so honey sweet that more sugar would seem a waste and that firm flesh texture is red clear through the core. That's RED RICH, folks, the biggest, reddest, sweetest berries you ever saw — and to top it all, it's an EVERBEARER that's really everbearing.

PERFECT FOR FREEZING — RED RICH is big, solid and firm clear through. It ripens evenly and possesses an abundance of natural sugar. Best of all, it won't mush-up when thawed.

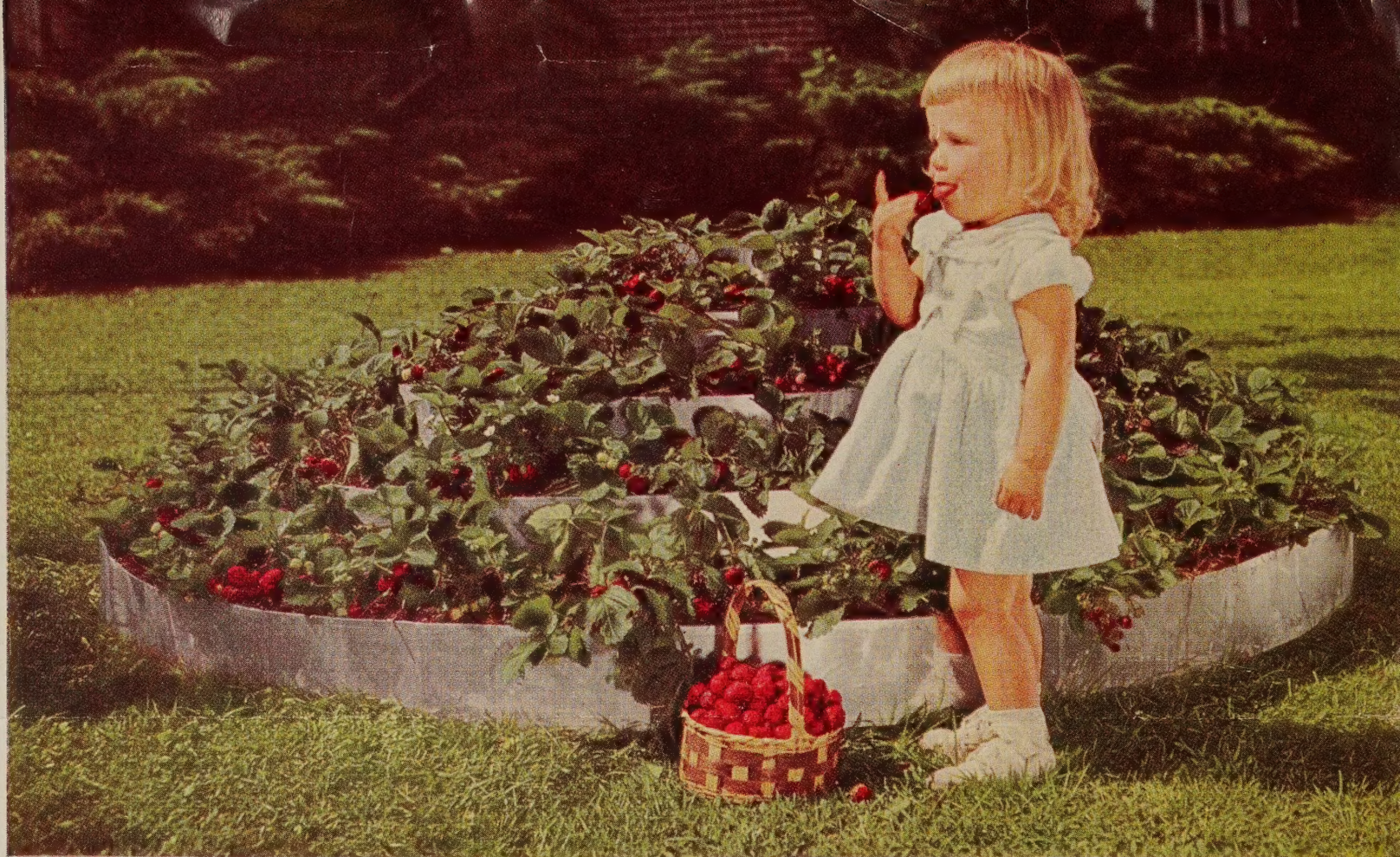
It took 15,000 seedlings before the finest features of the Wayzata everbearing and the Fairfax June bearing were developed in RED RICH . . . it was worth it!

Planted in early spring, RED RICH will bear in June all through the summer and into the fall. Because of its heavy yield fewer plants are needed — for the average family twenty-five plants per person are recommended. The crown and root system are exceptionally large as well as the leaves — a rugged plant, a heavy producer — for table, for freezing, for the commercial grower. Remember, only a limited supply of plants available — ORDER AT ONCE.

Limit 500 Red Rich Plants per customer

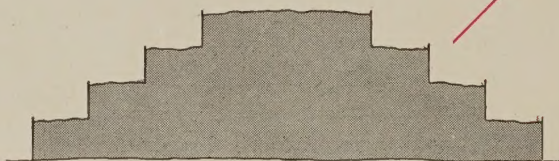
All Strawberry Plants Guaranteed
Complete Planting Instructions with each shipment

Miss Freda Schroeder
@ Krahn - Schroeder
Loyal, Wisconsin

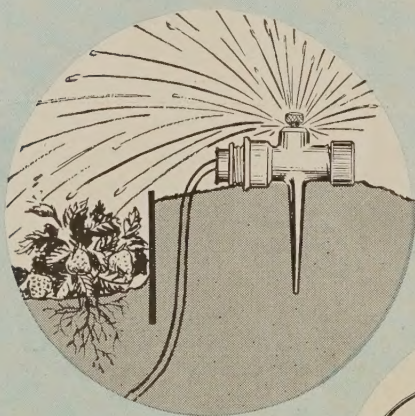


GROW MORE BERRIES

The bottom aluminum ring of the Pyramid Bed is 6 feet in diameter. (Each band is 5" wide). Merely place on ground, fill with rich soil. Walk over to settle. Repeat simple operation for remaining rings. That's all.

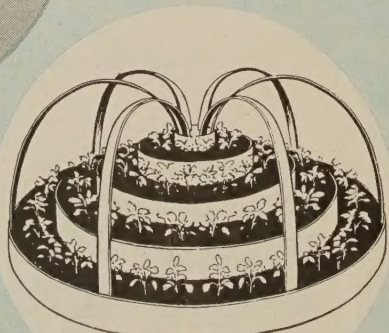


the easy
PYRAMID GARDEN
way...



Available with hose attachment. Copper tubing with nozzle is placed in bed before dirt. Special nozzle sprays entire bed. Merely connect hose and turn on. (optional)

Aluminum supporting strips quickly installed for holding transparent cover or protective netting. Cover makes miniature greenhouse for early planting and frost protection. Netting protects bed from birds. (Strips, cover, netting optional.)



In one-third the space as the conventional garden method you can enjoy an abundant full season growth of everbearing strawberries with a Pyramid Garden Bed. Easy to pick from—easy to care for, the attractive Pyramid Garden Bed adds beauty and real practical value to any garden or landscape. Used by some for early vegetable plants, flowers, etc., 50 RED RICH everbearing strawberry plants will yield vigorously all through the long growing season. One Pyramid Bed for a small family, two for the average is ample. Made of a tough aluminum alloy for durability—it will not rust or corrode. Add real beauty to your garden—real bounty for your table with a Pyramid Garden Bed. Order Today.

Optional: 6 Aluminum Strips; Transparent Cover; Protective Netting; and Complete Sprinkler.

Complete assembly and growing instructions with order.

GEMZATA...EVERBEARING...One of the outstanding everbearers of today for both high quality and heavy production throughout the late spring, summer and fall. Produces extra large, firm and fine textured berries right up to freezing time. The Gemzata possesses the unique

ability of producing a highly profitable crop the second season in a matted row. Proven highly successful on a wide range of soils. Produces well the first season. Gemzata is a cross of the well known Gem and Wayzata.



OTHER VARIETIES

Everbearing . . .

SUPERFECTION — large, honey-sweet fruit. Grower of large plants. Produces an abundance of berries in spring, summer and fall. Up to a pint of berries per plant has been known for Superfection.

June Bearing . . .

TENNESSEE SHIPPER — A cross of the well-known Blakemore Missionary varieties, a high quality early strawberry plant that is very productive. A large, very firm, well-colored berry that sizes up good and retains its size throughout the season.

NEW FAIRLAND — A late introduction of the U.S. Department of Agriculture, Beltsville, Maryland. Ripens just a few days after the Premier when the demand is high for quality fruit. Large bright red berry of good quality.

NEW ARROWHEAD — A June bearing from the University of Minnesota Experiment Station. Plants are hardy, vigorous growers, very productive. Very similar growth habits to the well known Dunlap. Berries are large, firm, dark red and juicy. Prized for market, freezing and jam.

SPARKLE — (Med. late.) Originated by the New Jersey State Experimental Station. A vigorous grower and very productive. Berries are somewhat round in shape, of excellent quality, and splendid for freezing.

MAJESTIC (Mid-Season. Plant Patent No. 345.) Easily grown in most any soil or climate. Berries are large, deep scarlet red to the core. High sugar content makes them excellent for table and canning. Recommended for quick freezing.

AMBROSIA (Late) — One of the largest and latest strawberries known today. Berries are sparkling bright red, uniform, semi-pointed shape — delicious for every purpose. Ripen three weeks later than other varieties and bring a premium on the market.

Color does it!

These 6 Lovely Phlox
will add their beauty
to your garden from
June to November.



HARDY 2 YEAR OLD FIELD GROWN PLANTS

(ALL PLANTS HAVE BLOOMED IN OUR FIELDS)

*1 each
of 6 varieties*

BRIGHT EYES— (Tall) Rightly named with its dark red eyes and petals of bright rose pink.

MARY LOUISE— (Medium) Pure, glistening white heads and florets of gigantic size. Best of all whites.

FLASH— (Tall) A new scarlet red phlox. One of the most popular. Strong grower.

DAILY SKETCH— (Tall) A brilliant salmon pink with striking crimson eye. A beautiful Phlox.

ROYAL PURPLE— (Medium) Choice of the blue purples. Rich shaded violet with deeper eye.

SALMON GLOW— (Medium) Large florets of flame pink and lighter eye— lends a pleasing salmon blush.

Miss Freda Schroeder

@ Krahn - Schroeder

Loyal, Wisconsin

PLEASE SHIP THE FOLLOWING POSTPAID

QUANTITY		PRICE
_____	RED RICH (25 for \$5.00, 50 for \$8.50, 100 for \$15.00, 250 for \$32.50 POSTPAID)	_____
_____	PYRAMID GARDEN BED (\$9.25 Postpaid)	_____
_____	PYRAMID GARDEN BED with 50 Red Rich plants (\$17.75 Postpaid)	_____
_____	PYRAMID GARDEN BED with 75 Superfection plants (\$14.00 Postpaid)	_____
_____	6 Aluminum Strips and Collar (\$3.50 Postpaid)	_____
_____	Transparent Cover (\$4.50 Postpaid)	_____
_____	Protective Netting (\$3.75 Postpaid)	_____
_____	Complete Sprinkler (\$3.25 Postpaid)	_____
_____	GEMZATA Everbearing (25 for \$2.25, 50 for \$3.75, 100 for \$6.00, 250 for \$12.00, 500 for \$18.75 POSTPAID)	_____
_____	SUPERFECTION Everbearing (25 for \$2.40, 50 for \$4.35, 100 for \$7.00, 250 for \$14.00, 500 for \$21.90 POSTPAID)	_____
_____	_____ (Variety) JUNE BEARING — following prices for all June Bearing varieties on page three of folder: (25 for \$1.15, 50 for \$1.85, 100 for \$3.00, 250 for \$6.00, 500 for \$9.50 POSTPAID)	_____
_____	PHLOX Selection of 6 (\$1.95 Postpaid)	_____

TOTAL _____

SHIP TO:

NAME _____

ADDRESS _____

CITY _____ STATE _____

Remittance enclosed in the amount of _____

Miss Freda Schroeder

Lovely, Wisconsin

SHIP TO

NAME

ADDRESS

CITY

STATE

Enclosed find with the money of